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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/610,773	07/06/2000	Isao Yamada	SONY-T0866	5664
29175	7590	09/07/2006	EXAMINER	
BELL, BOYD & LLOYD, LLC P. O. BOX 1135 CHICAGO, IL 60690-1135			MANNING, JOHN	
			ART UNIT	PAPER NUMBER
			2623	

DATE MAILED: 09/07/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>		<b>Applicant(s)</b>	
	09/610,773		YAMADA, ISAO	
	<b>Examiner</b>		<b>Art Unit</b>	
	John Manning		2623	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☐ Responsive to communication(s) filed on \_\_\_\_.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-26 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-26 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)          | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. ____.                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date ____.  | 6) <input type="checkbox"/> Other: ____.                          |

## **DETAILED ACTION**

### ***Response to Arguments***

1. Applicant's arguments with respect to the amended claims have been considered but are moot in view of the new ground(s) of rejection.

### ***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claim 1-4, 7-15, 17 and 19-26 rejected under 35 U.S.C. 103(a) as being unpatentable over Alexander et al. (US Pat No 6,177,931) in view of Blahut et al (US Pat No 5,532,735).

Alexander discloses and EPG that "provides, among other things: Improved viewer interaction capabilities with the EPG; improved viewer control of video recording of future-scheduled programming; improved features to the EPG display and navigation; parental control of the EPG display; improved television program information access by the viewer; improved opportunities for the commercial advertiser to reach the viewer; improved product information access by the viewer; creation of a viewer's profile; utilization of viewer profile information to customize various aspects of the EPG; and utilization of viewer profile information to provide customized presentation of advertising to the viewer" (abstract).

In regard to claim 1, the limitation of "information receiving mean which receives main program composition information and source data which contains information relating to a television broadcast program" is disclosed by Alexander. The information in information box 24 regarding the selected channel (shown in Figure 1, also see Figures 10A-10B) meets the limitation of "main program composition information". The channel label displayed (i.e. "ABC [13]") meets the claimed limitation of "source data which contains information relating to a television broadcast program" (see Col 4, Line 57 – Col 5, Line 4). The claimed limitation of "information forming means which forms information that supplements at least one television broadcast program displayed on a display device, said television broadcast program produced from a first broadcast station" is met by Figure 1, Items 12 and 16. Window 12 displays a real time television program (Col 3, Lines 56-62). The window 16 displays advertisement related to (i.e. supplements) the real time program. "Typically, an ad for a product or service is displayed in window 16. This ad is linked to more information about the product or service in RAM so the viewer can read one or more pages about the product or service in window 16 by pressing an "info" key 40 one or more times. Alternatively, this ad is linked to the time and channel in RAM that an infomercial about the product or service will be telecast so the viewer can watch or record the infomercial automatically by pressing "select" key 42" (Col 4, Lines 34-42). "EPG displays different advertisements depending upon, e.g., which show the viewer has currently highlighted in the Grid Guide" (Col 34, Lines 4-6). The claimed limitation of "symbolic label forming means which forms symbolic labels indicative of the content of said broadcast programs,

wherein said symbolic labels are displayed on said display device” is met by Figure 1, Item 16. Additionally, the “EPG can select advertisements from various possible locations, including but limited to: a library of advertisements stored at the viewer's terminal in RAM that have been downloaded through the VBI, stored at the head-end, or accessible through an EPG link to the Internet/World Wide Web. The advertisements may be in the form of graphics, text, video clips, audio clips, and combinations thereof” (Col 34, Lines 10-16). The claimed limitation of “transmission means which transmits said information, and said symbolic labels” is disclosed in the reference. Alexander fails to explicitly disclose the claimed limitation of “wherein said display device is associated with a cost calculator, said cost calculator being configured to calculate a cost of a service provided and said cost calculator being further configured to reduce said cost if first information that supplements at least one television broadcast program displayed on said display device is displayed”. Blahut teaches a display device “...associated with a cost calculator, said cost calculator being configured to calculate a cost of a service provided and said cost calculator being further configured to reduce said cost if first information that supplements at least one television broadcast program displayed on said display device is displayed” so as to offer the viewer the choice as to whether or not advertisements will be display, with the viewer option of how many advertisement to watch. The teaching of Blahut provides offer greater viewer flexibility while maintain revenues generated by the service provide (See: Figure 5; Col 2, Lines 3-30; Col 5, Line 35 – Col 6, Line 3). It is submitted that it would have been clearly obvious to one of ordinary skill in the art to modify Alexander with a display device “...associated with a

Art Unit: 2623

cost calculator, said cost calculator being configured to calculate a cost of a service provided and said cost calculator being further configured to reduce said cost if first information that supplements at least one television broadcast program displayed on said display device is displayed” for the stated advantage. Alexander discloses that the EPG can select advertisements from various possible locations. The combination fails to explicitly disclose that the retrieved data is from a second broadcast station. Official notice is taken that it is notoriously well known in the art to distribute EPG information via a “second broadcast station” or source different from the “first broadcast station” so as to advantageously provide greater flexibility by allowing a third party source to provide the service. It is submitted that it would have been clearly obvious to one of ordinary skill in the art to modify the combination to retrieve the data from a “second broadcast” stations for the stated advantage.

In regard to claim 2, the Alexander reference discloses providing advertisements that correspond to the broadcast program. “EPG displays different advertisements depending upon, e.g., which show the viewer has currently highlighted in the Grid Guide” (Col 34, Lines 4-6).

In regard to claim 3, the information, symbolic labels, and relation data are transmitted on a separate transmission path, i.e. the Internet. “EPG can select advertisements from various possible locations, including but limited to: a library of advertisements stored at the viewer's terminal in RAM that have been downloaded through the VBI, stored at the head-end, or accessible through an EPG link to the

Internet/World Wide Web. The advertisements may be in the form of graphics, text, video clips, audio clips, and combinations thereof" (Col 34, Lines 10-16).

In regard to claim 4, the reference discloses that the information is composed of data, which is different from data adapted for video or audio output. "The advertisements may be in the form of graphics, text, video clips, audio clips, and combinations thereof" (Col 34, Lines 15-16).

In regard to claim 6, the Alexander et al. discloses a system for displaying and recording control interface with television programs, video, advertising information and program scheduling information. The reference fails to explicitly disclose that the transmission means alters the transmission band for transmitting said broadcast programs and symbolic labels depending on the quantity of data of broadcast programs and symbolic labels to be transmitted. However, the examiner gives OFFICIAL NOTICE that it is notoriously well known in the art to alters the transmission band for transmitting said broadcast programs as to increase efficiency by bandwidth conservation. Consequently, it would have been clearly obvious to one of ordinary skill in the art to implement the Alexander et al. reference with transmission means that alters the transmission band for transmitting said broadcast programs and symbolic labels depending on the quantity of data of broadcast programs and symbolic labels to be transmitted so as to increase efficiency by bandwidth conservation.

In regard to claim 7, the system provides display control means for controlling as to whether or not said symbolic labels are displayed on a receiver set. "There are generally three results to leaving the Guide, depending upon the way the viewer leaves

the Guide. If the viewer, while in the EPG, wants to watch in full screen mode the program shown in the PIP Window, then the viewer can press the Guide button on the remote control device. If the viewer, while in the EPG, highlights a particular channel in the Grid Guide, and then presses the "select" button, the viewer will leave the Guide to view in the full screen mode the television program that the viewer highlighted in the Guide. If the viewer, while in the EPG, presses the "clear" or "cancel" button on the remote control device, then the viewer will leave the Guide and return to the device, then the viewer will leave the Guide and return to the television program that the viewer was watching immediately before entering the Guide" (Col 4, Lines 13-27).

In regard to claim 8, the claimed step of "receiving main program composition information and source data which contains information relating to a television broadcast program" is disclosed by Alexander. The information in information box 24 regarding the selected channel (shown in Figure 1, also see Figures 10A-10B) meets the limitation of "main program composition information". The channel label displayed (i.e. "ABC [13]") meets the claimed limitation of "source data which contains information relating to a television broadcast program" (see Col 4, Line 57 – Col 5, Line 4). The claimed step of "forming information that supplements at least one television broadcast program displayed on a display device, said television broadcast program produced from a first broadcast station" is met by Figure 1, Items 12 and 16. Window 12 displays a real time television program (Col 3, Lines 56-62). The window 16 displays advertisement related to (i.e. supplements) the real time program. "Typically, an ad for a product or service is displayed in window 16. This ad is linked to more information



about the product or service in RAM so the viewer can read one or more pages about the product or service in window 16 by pressing an "info" key 40 one or more times. Alternatively, this ad is linked to the time and channel in RAM that an infomercial about the product or service will be telecast so the viewer can watch or record the infomercial automatically by pressing "select" key 42" (Col 4, Lines 34-42). "EPG displays different advertisements depending upon, e.g., which show the viewer has currently highlighted in the Grid Guide" (Col 34, Lines 4-6). The claimed step of "forming symbolic labels indicative of the content of said information, wherein said symbolic labels are displayed on said display device" is met by Figure 1, Item 16. Additionally, the "EPG can select advertisements from various possible locations, including but limited to: a library of advertisements stored at the viewer's terminal in RAM that have been downloaded through the VBI, stored at the head-end, or accessible through an EPG link to the Internet/World Wide Web. The advertisements may be in the form of graphics, text, video clips, audio clips, and combinations thereof" (Col 34, Lines 10-16). The claimed step of "transmitting said information and said symbolic labels" is disclosed in the reference. Alexander fails to explicitly disclose the claimed limitation of "reducing a cost of a service associated with said display device if at least a portion of said information that supplements at least one television broadcast program is displayed". Blahut teaches "reducing a cost of a service associated with said display device if at least a portion of said information that supplements at least one television broadcast program is displayed" so as to offer the viewer the choice as to whether or not advertisements will be display, with the viewer option of how many advertisement to watch. The teaching of

Blahut provides offer greater viewer flexibility while maintain revenues generated by the service provide (See: Figure 5; Col 2, Lines 3-30; Col 5, Line 35 – Col 6, Line 3). It is submitted that it would have been clearly obvious to one of ordinary skill in the art to modify Alexander with a display device reducing a cost of a service associated with said display device if at least a portion of said information that supplements at least one television broadcast program is displayed” for the stated advantage. Alexander discloses that the EPG can select advertisements from various possible locations. The combination fails to explicitly disclose that the retrieved data is from a second broadcast station. However, it is submitted that it would have been clearly obvious to one of ordinary skill in the art to modify the combination to retrieve the data from a second broadcast stations so as to allow a third party source to provide the service.

In regard to claim 9, the claimed step of “receiving main program composition information and source data which contains information relating to a television broadcast program” is disclosed by Alexander. The information in information box 24 regarding the selected channel (shown in Figure 1, also see Figures 10A-10B) meets the limitation of “main program composition information”. The channel lable displayed (i.e. “ABC [13]”) meets the claimed limitation of “source data which contains information relating to a television broadcast program” (see Col 4, Line 57 – Col 5, Line 4). The claimed step of “forming said information that supplements at least one television broadcast program displayed on a display device, said television broadcast program produced from a first broadcast station” is met by Figure 1, Items 12 and 16. Window 12 displays a real time television program (Col 3, Lines 56-62). The window 16 displays

Art Unit: 2623

advertisement related to (i.e. supplements) the real time program. "Typically, an ad for a product or service is displayed in window 16. This ad is linked to more information about the product or service in RAM so the viewer can read one or more pages about the product or service in window 16 by pressing an "info" key 40 one or more times. Alternatively, this ad is linked to the time and channel in RAM that an infomercial about the product or service will be telecast so the viewer can watch or record the infomercial automatically by pressing "select" key 42" (Col 4, Lines 34-42). "EPG displays different advertisements depending upon, e.g., which show the viewer has currently highlighted in the Grid Guide" (Col 34, Lines 4-6). The claimed step of "forming symbolic labels indicative of the content of said information, wherein said symbolic labels are displayed on said display device" is met by Figure 1, Item 16. Additionally, the "EPG can select advertisements from various possible locations, including but limited to: a library of advertisements stored at the viewer's terminal in RAM that have been downloaded through the VBI, stored at the head-end, or accessible through an EPG link to the Internet/World Wide Web. The advertisements may be in the form of graphics, text, video clips, audio clips, and combinations thereof" (Col 34, Lines 10-16). The claimed step of "transmitting said information and said symbolic labels" is disclosed in the reference. Alexander fails to explicitly disclose the claimed limitation of "reducing a cost of a service associated with said display device if at least a portion of said information that supplements at least one television broadcast program is displayed". Blahut teaches "reducing a cost of a service associated with said display device if at least a portion of said information that supplements at least one television broadcast program is

displayed" so as to offer the viewer the choice as to whether or not advertisements will be display, with the viewer option of how many advertisement to watch. The teaching of Blahut provides offer greater viewer flexibility while maintain revenues generated by the service provide (See: Figure 5; Col 2, Lines 3-30; Col 5, Line 35 – Col 6, Line 3). It is submitted that it would have been clearly obvious to one of ordinary skill in the art to modify Alexander with a display device reducing a cost of a service associated with said display device if at least a portion of said information that supplements at least one television broadcast program is displayed" for the stated advantage. Alexander discloses that the EPG can select advertisements from various possible locations. The combination fails to explicitly disclose that the retrieved data is from a second broadcast station. However, it is submitted that it would have been clearly obvious to one of ordinary skill in the art to modify the combination to retrieve the data from a second broadcast stations so as to allow a third party source to provide the service. Furthermore, the Alexander discloses storing information in RAM. The combination fails to explicitly disclose "a medium which operates on a computer to run an operations program which implements the information processing for producing television broadcast programs". However, it is submitted that it would have been obvious to one of ordinary skill in the art at the time of the invention to implement the Alexander et al. system with "a medium which operates on a computer to run an operations program which implements the information processing for producing television broadcast programs" so as to reduce the cost and size of the system.

In regard to claim 10, the claimed limitation of reception means and display control means is met by Figure 1. "In FIG. 1 of the drawing, one embodiment of the EPG with Ad Window and Advertising Messages is shown. In FIG. 1, a television screen display 10 is shown. Display 10 could be generated by a conventional television receiver with interlaced scan lines, by a VCR, by a PC monitor with progressive scan lines, or by another other type of video display device" (Col 3, Lines 1-7). The claimed limitation of "receiving main program composition information and source data which contains information relating to a television broadcast program" is disclosed by Alexander. The information in information box 24 regarding the selected channel (shown in Figure 1, also see Figures 10A-10B) meets the limitation of "main program composition information". The channel lable displayed (i.e. "ABC [13]") meets the claimed limitation of "source data which contains information relating to a television broadcast program" (see Col 4, Line 57 – Col 5, Line 4). The claimed limitation of "output control means which operates in response to the operation of selection of a symbolic label to release data corresponding to the selected symbolic label" is disclosed by the reference. "There are generally three results to leaving the Guide, depending upon the way the viewer leaves the Guide. If the viewer, while in the EPG, wants to watch in full screen mode the program shown in the PIP Window, then the viewer can press the Guide button on the remote control device. If the viewer, while in the EPG, highlights a particular channel in the Grid Guide, and then presses the "select" button, the viewer will leave the Guide to view in the full screen mode the television program that the viewer highlighted in the Guide. If the viewer, while in the EPG, presses the

"clear" or "cancel" button on the remote control device, then the viewer will leave the Guide and return to the device, then the viewer will leave the Guide and return to the television program that the viewer was watching immediately before entering the Guide" (Col 4, Lines 13-27). Alexander fails to explicitly disclose the claimed limitation of "wherein said display device is associated with a cost calculator, said cost calculator being configured to calculate a cost of a service provided and said cost calculator being further configured to reduce said cost if first information that supplements at least one television broadcast program displayed on said display device is displayed". Blahut teaches a display device "...associated with a cost calculator, said cost calculator being configured to calculate a cost of a service provided and said cost calculator being further configured to reduce said cost if first information that supplements at least one television broadcast program displayed on said display device is displayed" so as to offer the viewer the choice as to whether or not advertisements will be display, with the viewer option of how many advertisement to watch. The teaching of Blahut provides offer greater viewer flexibility while maintain revenues generated by the service provide (See: Figure 5; Col 2, Lines 3-30; Col 5, Line 35 – Col 6, Line 3). It is submitted that it would have been clearly obvious to one of ordinary skill in the art to modify Alexander with a display device "...associated with a cost calculator, said cost calculator being configured to calculate a cost of a service provided and said cost calculator being further configured to reduce said cost if first information that supplements at least one television broadcast program displayed on said display device is displayed" for the stated advantage. Alexander discloses that the EPG can select advertisements from

various possible locations. The combination fails to explicitly disclose that the retrieved data is from a second broadcast station. However, it is submitted that it would have been clearly obvious to one of ordinary skill in the art to modify the combination to retrieve the data from a second broadcast stations so as to allow a third party source to provide the service.

In regard to claims 11 and 12, the system provides display control means for controlling as to whether or not said symbolic labels are displayed on a receiver set. "There are generally three results to leaving the Guide, depending upon the way the viewer leaves the Guide. If the viewer, while in the EPG, wants to watch in full screen mode the program shown in the PIP Window, then the viewer can press the Guide button on the remote control device. If the viewer, while in the EPG, highlights a particular channel in the Grid Guide, and then presses the "select" button, the viewer will leave the Guide to view in the full screen mode the television program that the viewer highlighted in the Guide. If the viewer, while in the EPG, presses the "clear" or "cancel" button on the remote control device, then the viewer will leave the Guide and return to the device, then the viewer will leave the Guide and return to the television program that the viewer was watching immediately before entering the Guide" (Col 4, Lines 13-27).

In regard to claim 13, the reference discloses other information, which further supplements the broadcast program. "Typically, an ad for a future telecast program is displayed in window 14. This ad is linked to the time and channel of the program in RAM so the viewer can watch or record the program automatically by pressing the blue

left action button to watch the program, or the green right action button to record the program. Typically, an ad for a product or service is displayed in window 16. This ad is linked to more information about the product or service in RAM so the viewer can read one or more pages about the product or service in window 16 by pressing an "info" key 40 one or more times" (Col 4, Lines 28-39).

In regard to claim 14, the system provides output control means that "operates in response to the operation of selection of a symbolic label to display data corresponding to the selected symbolic label in place of said other broadcast program". "In one embodiment, the video clip associated with the product and/or program displayed in the Ad Window is shown when the viewer highlights the Ad Window. Depending upon the embodiment and/or viewer option selections, the video clip is shown in the PIP window, in the Ad Window, or full screen. At the conclusion of the video clip, the EPG typically returns to the mode in which the viewer was operating immediately before selecting the option that triggered the display of the video clip" (Col 20, Lines 4-12).

In regard to claim 15, the Alexander et al. discloses a system for navigation through television programs. The reference fails to explicitly disclose display control means that operates on separate display devices to display said other broadcast program and said symbolic labels. However, it is submitted that it would have been obvious to one of ordinary skill in the art at the time of the invention to implement the Alexander et al. system with display control means that operates on separate display devices to display said other broadcast program and said symbolic labels so as to not obscure the either the broadcast program or the symbolic labels.



In regard to claim 17, the reference discloses memory means, which operates in response to the operation of selection of a symbolic label to store data of a broadcast program corresponding to the selected symbolic label. "If the Ad Window displays information about a particular product, pressing a record button will instruct the EPG to record an infomercial, to the extent that one is scheduled for a future time. Alternatively, the Ad Window can display information about a future-scheduled television program or about a series of programs to be telecast over a period of time. In that case, pressing a record button will instruct the EPG to record the future-scheduled program. Alternatively, the viewer can designate the program for the Watch List" (Col 14, Lines 1-7).

In regard to claim 19, the claimed steps of reception and display control are met by Figure 1. "In FIG. 1 of the drawing, one embodiment of the EPG with Ad Window and Advertising Messages is shown. In FIG. 1, a television screen display 10 is shown. Display 10 could be generated by a conventional television receiver with interlaced scan lines, by a VCR, by a PC monitor with progressive scan lines, or by another other type of video display device" (Col 3, Lines 1-7). The claimed limitation of "receiving main program composition information and source data which contains information relating to a television broadcast program" is disclosed by Alexander. The information in information box 24 regarding the selected channel (shown in Figure 1, also see Figures 10A-10B) meets the limitation of "main program composition information". The channel label displayed (i.e. "ABC [13]") meets the claimed limitation of "source data which contains information relating to a television broadcast program" (see Col 4, Line 57 –

Art Unit: 2623

Col 5, Line 4). The claimed limitation of "controlling, in response to the operation of selection of a symbolic label, the release of data corresponding to the selected symbolic label to said display device" is disclosed by the reference. "There are generally three results to leaving the Guide, depending upon the way the viewer leaves the Guide. If the viewer, while in the EPG, wants to watch in full screen mode the program shown in the PIP Window, then the viewer can press the Guide button on the remote control device. If the viewer, while in the EPG, highlights a particular channel in the Grid Guide, and then presses the "select" button, the viewer will leave the Guide to view in the full screen mode the television program that the viewer highlighted in the Guide. If the viewer, while in the EPG, presses the "clear" or "cancel" button on the remote control device, then the viewer will leave the Guide and return to the device, then the viewer will leave the Guide and return to the television program that the viewer was watching immediately before entering the Guide" (Col 4, Lines 13-27). Alexander fails to explicitly disclose the claimed limitation of "wherein said display device is associated with a cost calculator, said cost calculator being configured to calculate a cost of a service provided and said cost calculator being further configured to reduce said cost if first information that supplements at least one television broadcast program displayed on said display device is displayed". Blahut teaches a display device "...associated with a cost calculator, said cost calculator being configured to calculate a cost of a service provided and said cost calculator being further configured to reduce said cost if first information that supplements at least one television broadcast program displayed on said display device is displayed" so as to offer the viewer the choice as to whether or not

advertisements will be display, with the viewer option of how many advertisement to watch. The teaching of Blahut provides offer greater viewer flexibility while maintain revenues generated by the service provide (See: Figure 5; Col 2, Lines 3-30; Col 5, Line 35 – Col 6, Line 3). It is submitted that it would have been clearly obvious to one of ordinary skill in the art to modify Alexander with a display device "...associated with a cost calculator, said cost calculator being configured to calculate a cost of a service provided and said cost calculator being further configured to reduce said cost if first information that supplements at least one television broadcast program displayed on said display device is displayed" for the stated advantage. Alexander discloses that the EPG can select advertisements from various possible locations. The reference fails to explicitly disclose that the retrieved data is from a second broadcast station. However, it is submitted that it would have been clearly obvious to one of ordinary skill in the art to modify the combination to retrieve the data from a second broadcast stations so as to allow a third party source to provide the service.

In regard to claim 20, the claimed steps of reception and display control are met by Figure 1. "In FIG. 1 of the drawing, one embodiment of the EPG with Ad Window and Advertising Messages is shown. In FIG. 1, a television screen display 10 is shown. Display 10 could be generated by a conventional television receiver with interlaced scan lines, by a VCR, by a PC monitor with progressive scan lines, or by another other type of video display device" (Col 3, Lines 1-7). The claimed limitation of "receiving main program composition information and source data which contains information relating to a television broadcast program" is disclosed by Alexander. The information in

Art Unit: 2623

information box 24 regarding the selected channel (shown in Figure 1, also see Figures 10A-10B) meets the limitation of "main program composition information". The channel label displayed (i.e. "ABC [13]") meets the claimed limitation of "source data which contains information relating to a television broadcast program" (see Col 4, Line 57 – Col 5, Line 4). The claimed limitation of "controlling, in response to the operation of selection of a symbolic label, the release of data corresponding to the selected symbolic label" is disclosed by the reference. "There are generally three results to leaving the Guide, depending upon the way the viewer leaves the Guide. If the viewer, while in the EPG, wants to watch in full screen mode the program shown in the PIP Window, then the viewer can press the Guide button on the remote control device. If the viewer, while in the EPG, highlights a particular channel in the Grid Guide, and then presses the "select" button, the viewer will leave the Guide to view in the full screen mode the television program that the viewer highlighted in the Guide. If the viewer, while in the EPG, presses the "clear" or "cancel" button on the remote control device, then the viewer will leave the Guide and return to the device, then the viewer will leave the Guide and return to the television program that the viewer was watching immediately before entering the Guide" (Col 4, Lines 13-27). Alexander fails to explicitly disclose the claimed limitation of "wherein said display device is associated with a cost calculator, said cost calculator being configured to calculate a cost of a service provided and said cost calculator being further configured to reduce said cost if first information that supplements at least one television broadcast program displayed on said display device is displayed". Blahut teaches a display device "...associated with a cost calculator, said

Art Unit: 2623

cost calculator being configured to calculate a cost of a service provided and said cost calculator being further configured to reduce said cost if first information that supplements at least one television broadcast program displayed on said display device is displayed” so as to offer the viewer the choice as to whether or not advertisements will be display, with the viewer option of how many advertisement to watch. The teaching of Blahut provides offer greater viewer flexibility while maintain revenues generated by the service provide (See: Figure 5; Col 2, Lines 3-30; Col 5, Line 35 – Col 6, Line 3). It is submitted that it would have been clearly obvious to one of ordinary skill in the art to modify Alexander with a display device “...associated with a cost calculator, said cost calculator being configured to calculate a cost of a service provided and said cost calculator being further configured to reduce said cost if first information that supplements at least one television broadcast program displayed on said display device is displayed” for the stated advantage. Alexander discloses storing information in RAM. The combination fails to explicitly disclose “a medium which operates on a computer to run an operations program which implements the information processing for producing television broadcast programs”. However, it is submitted that it would have been obvious to one of ordinary skill in the art at the time of the invention to implement the Alexander et al. system with “a medium which operates on a computer to run an operations program which implements the information processing for producing television broadcast programs” so as to reduce the cost and size of the system. The reference discloses that the EPG can select advertisements from various possible locations. The reference fails to explicitly disclose that the retrieved data is from a

second broadcast station. However, it is submitted that it would have been clearly obvious to one of ordinary skill in the art to modify the combination to retrieve the data from a second broadcast stations so as to allow a third party source to provide the service.

Regarding Claims 21-26, see claim 1 above.

4. Claims 5, 16 and 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Alexander et al. in view of Blahut et al (US Pat No 5,532,735) and further in view of Remillard (US Pat No 5,561,708).

In regard to claims 5 and 16, Alexander et al. discloses a system for navigation through television programs. The reference fails to explicitly disclose that the broadcast programs are composed of data adapted for printout. The Remillard reference teaches the printing data adapted for printout so as to allow the user to obtain a hardcopy of the information presented on the television. "Use of a printer connected to the controller provides the user with an ability to produce a hardcopy of the information displayed on the television" (Col 3, Lines 51-53). "The electronic device 20 includes an interface for a printer 56. The electronic device 20 directs selected, captured images to the printer 56 for hardcopy output. The printer 56 prints results of queries to the various selected facilities, the sketching with the pointing device 54, or any other screen displayed" (Col 5, Lines 36-40). Accordingly, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the Alexander et al. reference to with printing data adapted for printout so as to allow the user to obtain a hardcopy of the information presented on the television.

In regard to claim 18, Alexander et al. discloses a system for navigation through television programs. The reference fails to explicitly disclose that broadcast programs are composed of data adapted for ordering commodities, said output control means operating to transmit said order data. The Remillard reference teaches receiving broadcast programs are composed of data adapted for ordering commodities and upon user input transmitting order control data so as to allow the user to make purchase from home. For "certain programs, such as home shopping programming, the user may manually overlay a purchasing menu in the window 80. When a desired item is shown, the user is able to cause the electronic device 20 to issue appropriate purchase information to the interactor facility, automatically" (Col 5, Lines 61-66). Accordingly, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the Alexander et al. reference to with receiving broadcast programs are composed of data adapted for ordering commodities and upon user input transmitting order control data so as to allow the user to make purchase from home.

### ***Conclusion***

5. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within

TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to John Manning whose telephone number is 571-272-7352. The examiner can normally be reached on M-F: 9:00 - 5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John W. Miller can be reached on 571-272-7353. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Application/Control Number: 09/610,773  
Art Unit: 2623

Page 24

JM  
August 31, 2006



**JOHN MILLER**  
**SUPERVISORY PATENT EXAMINER**  
**TECHNOLOGY CENTER 2600**